



### Total Trade Area



2000 Total Population	369,461
2000 Group Quarters	11,407
2009 Total Population	379,890
2014 Total Population	383,123
2009 - 2014 Annual Rate	0.17%



2000 Households	147,443
2000 Average Household Size	2.43
2009 Households	153,334
2009 Average Household Size	2.39
2014 Households	155,436
2014 Average Household Size	2.38
2009 - 2014 Annual Rate	0.27%
2000 Families	98,741
2000 Average Family Size	3.00
2009 Families	99,949
2009 Average Family Size	2.97
2014 Families	99,978
2014 Average Family Size	2.96
2009 - 2014 Annual Rate	0.01%



<b>2000 Housing Units</b>	184,574
Owner Occupied Housing Units	57.6%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	20.1%
<b>2009 Housing Units</b>	196,658
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	21.4%
Vacant Housing Units	22.0%
<b>2014 Housing Units</b>	201,579
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	21.0%
Vacant Housing Units	22.9%

#### Median Household Income

2000	\$34,999
2009	\$46,084
2014	\$49,042

#### Median Home Value

2000	\$92,821
2009	\$153,794
2014	\$185,475

#### Per Capita Income

2000	\$18,234
2009	\$23,184
2014	\$24,022

#### Median Age

2000	40.3
2009	43.2
2014	44.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

**Source:** ESRI forecasts for 2009 and 2014; U.S. Bureau of the Census, 2000 Census of Population and Housing



### Total Trade Area



#### 2000 Households by Income

Household Income Base	147,461
< \$15,000	19.8%
\$15,000 - \$24,999	15.9%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	0.9%
\$200,000 +	1.1%
Average Household Income	\$45,053

#### 2009 Households by Income

Household Income Base	153,334
< \$15,000	13.0%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	2.0%
\$200,000 +	1.5%
Average Household Income	\$56,312

#### 2014 Households by Income

Household Income Base	155,436
< \$15,000	13.3%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	24.5%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	2.1%
\$200,000 +	1.6%
Average Household Income	\$57,954

#### 2000 Owner Occupied Housing Units by Value

Total	106,435
< \$50,000	11.0%
\$50,000 - \$99,999	45.8%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	10.4%
\$200,000 - \$299,999	5.5%
\$300,000 - \$499,999	1.9%
\$500,000 - \$999,999	0.5%
\$1,000,000+	0.2%
Average Home Value	\$113,389

#### 2000 Specified Renter Occ. Housing Units by Contract Rent

Total	40,334
With Cash Rent	90.9%
No Cash Rent	9.1%
Median Rent	\$371
Average Rent	\$368

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

[Source: ESRI forecasts for 2009 and 2014; U.S. Bureau of the Census, 2000 Census of Population and Housing](#)



### Total Trade Area



#### 2000 Population by Age

Total	369,474
Age 0 - 4	5.3%
Age 5 - 9	6.3%
Age 10 - 14	6.9%
Age 15 - 19	6.7%
Age 20 - 24	5.3%
Age 25 - 34	11.6%
Age 35 - 44	15.2%
Age 45 - 54	13.9%
Age 55 - 64	10.1%
Age 65 - 74	9.3%
Age 75 - 84	7.0%
Age 85+	2.4%
Age 18+	77.4%

#### 2009 Population by Age

Total	379,890
Age 0 - 4	5.3%
Age 5 - 9	5.5%
Age 10 - 14	5.8%
Age 15 - 19	6.6%
Age 20 - 24	5.6%
Age 25 - 34	10.7%
Age 35 - 44	12.9%
Age 45 - 54	15.5%
Age 55 - 64	13.4%
Age 65 - 74	8.8%
Age 75 - 84	6.7%
Age 85+	3.1%
Age 18+	79.5%

#### 2014 Population by Age

Total	383,123
Age 0 - 4	5.2%
Age 5 - 9	5.4%
Age 10 - 14	5.8%
Age 15 - 19	6.0%
Age 20 - 24	5.5%
Age 25 - 34	10.9%
Age 35 - 44	12.0%
Age 45 - 54	14.2%
Age 55 - 64	14.8%
Age 65 - 74	10.7%
Age 75 - 84	6.2%
Age 85+	3.2%
Age 18+	80.1%

#### 2000 Population by Sex

Males	48.0%
Females	52.0%

#### 2009 Population by Sex

Males	48.5%
Females	51.5%

#### 2014 Population by Sex

Males	48.6%
Females	51.4%



### Total Trade Area



#### 2000 Population by Race/Ethnicity

Total	369,450
White Alone	96.1%
Black Alone	1.7%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.7%
Two or More Races	0.8%
Hispanic Origin	1.9%
Diversity Index	11.0

#### 2009 Population by Race/Ethnicity

Total	379,890
White Alone	94.7%
Black Alone	2.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	1.1%
Two or More Races	0.9%
Hispanic Origin	2.7%
Diversity Index	14.9

#### 2014 Population by Race/Ethnicity

Total	383,123
White Alone	93.9%
Black Alone	2.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	1.3%
Two or More Races	1.0%
Hispanic Origin	3.2%
Diversity Index	17.3



#### 2000 Population 3+ by School Enrollment

Total	358,196
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.3%
Enrolled in Grade 9-12	5.8%
Enrolled in College	4.1%
Enrolled in Grad/Prof School	0.8%
Not Enrolled in School	75.1%

#### 2009 Population 25+ by Educational Attainment

Total	270,398
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	9.8%
High School Graduate	42.3%
Some College, No Degree	15.6%
Associate Degree	7.9%
Bachelor's Degree	13.0%
Graduate/Professional Degree	7.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** [ESRI forecasts for 2009 and 2014](#); [U.S. Bureau of the Census, 2000 Census of Population and Housing](#)

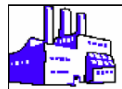


### Total Trade Area



#### 2009 Population 15+ by Marital Status

Total	316,816
Never Married	26.3%
Married	55.4%
Widowed	9.4%
Divorced	8.9%



#### 2000 Population 16+ by Employment Status

Total	295,785
In Labor Force	59.1%
Civilian Employed	55.9%
Civilian Unemployed	3.1%
In Armed Forces	0.1%
Not in Labor Force	40.9%

#### 2009 Civilian Population 16+ in Labor Force

Civilian Employed	91.5%
Civilian Unemployed	8.5%

#### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.1%
Civilian Unemployed	5.9%

#### 2000 Females 16+ by Employment Status and Age of Children

Total	156,770
Own Children < 6 Only	5.5%
Employed/in Armed Forces	3.4%
Unemployed	0.2%
Not in Labor Force	1.9%
Own Children <6 and 6-17	4.7%
Employed/in Armed Forces	2.7%
Unemployed	0.1%
Not in Labor Force	1.9%
Own Children 6-17 Only	16.2%
Employed/in Armed Forces	12.1%
Unemployed	0.4%
Not in Labor Force	3.7%
No Own Children <18	73.6%
Employed/in Armed Forces	31.5%
Unemployed	1.8%
Not in Labor Force	40.2%



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#### 2009 Employed Population 16+ by Industry

Total	176,462
Agriculture/Mining	1.3%
Construction	6.1%
Manufacturing	9.8%
Wholesale Trade	3.4%
Retail Trade	13.3%
Transportation/Utilities	5.9%
Information	2.0%
Finance/Insurance/Real Estate	6.3%
Services	46.4%
Public Administration	5.4%

#### 2009 Employed Population 16+ by Occupation

Total	176,462
White Collar	59.2%
Management/Business/Financial	10.8%
Professional	21.2%
Sales	11.8%
Administrative Support	15.5%
Services	17.4%
Blue Collar	23.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	4.2%
Production	6.6%
Transportation/Material Moving	7.1%



#### 2000 Workers 16+ by Means of Transportation to Work

Total	162,189
Drove Alone - Car, Truck, or Van	80.8%
Carpooled - Car, Truck, or Van	11.8%
Public Transportation	1.1%
Walked	3.3%
Other Means	0.6%
Worked at Home	2.4%

#### 2000 Workers 16+ by Travel Time to Work

Total	162,186
Did not Work at Home	97.6%
Less than 5 minutes	4.3%
5 to 9 minutes	13.4%
10 to 19 minutes	36.0%
20 to 24 minutes	15.0%
25 to 34 minutes	14.6%
35 to 44 minutes	4.1%
45 to 59 minutes	4.1%
60 to 89 minutes	2.9%
90 or more minutes	3.3%
Worked at Home	2.4%
Average Travel Time to Work (in min)	22.8

#### 2000 Households by Vehicles Available

Total	147,457
None	11.1%
1	35.5%
2	37.8%
3	11.5%
4	3.1%
5+	1.0%
Average Number of Vehicles Available	1.6



### Total Trade Area



#### 2000 Households by Type

<b>Total</b>	<b>147,434</b>
Family Households	67.0%
Married-couple Family	51.7%
With Related Children	22.0%
Other Family (No Spouse)	15.2%
With Related Children	8.1%
Nonfamily Households	33.0%
Householder Living Alone	29.0%
Householder Not Living Alone	4.0%
Households with Related Children	30.1%
Households with Persons 65+	32.8%

#### 2000 Households by Size

<b>Total</b>	<b>147,443</b>
1 Person Household	29.0%
2 Person Household	33.1%
3 Person Household	16.2%
4 Person Household	13.3%
5 Person Household	5.5%
6 Person Household	1.9%
7+ Person Household	0.9%

#### 2000 Households by Year Householder Moved In

<b>Total</b>	<b>147,477</b>
Moved in 1999 to March 2000	12.0%
Moved in 1995 to 1998	21.5%
Moved in 1990 to 1994	14.5%
Moved in 1980 to 1989	18.2%
Moved in 1970 to 1979	12.9%
Moved in 1969 or Earlier	20.9%
Median Year Householder Moved In	1989



#### 2000 Housing Units by Units in Structure

<b>Total</b>	<b>184,544</b>
1, Detached	68.4%
1, Attached	3.6%
2	10.0%
3 or 4	6.1%
5 to 9	2.6%
10 to 19	0.9%
20+	2.2%
Mobile Home	6.0%
Other	0.3%

#### 2000 Housing Units by Year Structure Built

<b>Total</b>	<b>184,594</b>
1999 to March 2000	1.1%
1995 to 1998	4.3%
1990 to 1994	6.6%
1980 to 1989	13.4%
1970 to 1979	14.4%
1969 or Earlier	60.2%
Median Year Structure Built	1958



**Viewmont Mall  
Total Trade Area**

Total Businesses:	16,306			
Total Employees:	173,917			
Total Residential Population:	379,890			
Employee/Residential Population Ratio:	0.46			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	393	2.4%	1,475	0.8%
Construction	1,359	8.3%	5,546	3.2%
Manufacturing	565	3.5%	16,169	9.3%
Transportation	493	3.0%	7,136	4.1%
Communication	115	0.7%	4,924	2.8%
Utility	67	0.4%	279	0.2%
Wholesale Trade	853	5.2%	9,322	5.4%
Retail Trade Summary	3,913	24.0%	34,900	20.1%
Home Improvement	236	1.4%	2,447	1.4%
General Merchandise Stores	117	0.7%	5,538	3.2%
Food Stores	368	2.3%	5,018	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	586	3.6%	4,171	2.4%
Apparel & Accessory Stores	241	1.5%	1,341	0.8%
Furniture & Home Furnishings	313	1.9%	1,339	0.8%
Eating & Drinking Places	1,070	6.6%	10,404	6.0%
Miscellaneous Retail	982	6.0%	4,642	2.7%
Finance, Insurance, Real Estate Summary	1,228	7.5%	8,827	5.1%
Banks, Savings & Lending Institutions	346	2.1%	3,246	1.9%
Securities Brokers	106	0.7%	658	0.4%
Insurance Carriers & Agents	291	1.8%	2,182	1.3%
Real Estate, Holding, Other Investment Offices	485	3.0%	2,741	1.6%
Services Summary	6,271	38.5%	71,555	41.1%
Hotels & Lodging	183	1.1%	5,137	3.0%
Automotive Services	703	4.3%	1,858	1.1%
Motion Pictures & Amusements	431	2.6%	2,625	1.5%
Health Services	796	4.9%	20,526	11.8%
Legal Services	269	1.6%	1,283	0.7%
Education Institutions & Libraries	308	1.9%	11,676	6.7%
Other Services	3,581	22.0%	28,450	16.4%
Government	690	4.2%	13,506	7.8%
Other	359	2.2%	278	0.2%
Totals	16,306	100.0%	173,917	100.0%

Source: [ESRI forecasts for 2009. Business data provided by InfoUSA, Omaha NE. Copyright 2009, all rights reserved.](#)